

Twice-a-Month

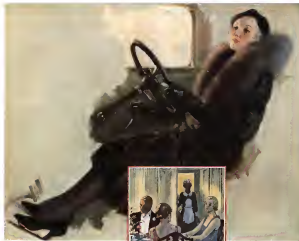
# Maclean's

April  
15th



10¢

Judge Hosking and Dr. Blatz debate "To Spank or Not to Spank"



## AS SIMPLE AS SUMMONING YOUR MAID

Just as you call your maid by means of a light pressure on a convenient Bell button in or on the 1934 McLoughlin Buick, you can enjoy a new sensation of driving now by means of a distinct McLoughlin Buick advancement in drive-act operation—Vibration Control.

This remarkable feature of the 1934 McLoughlin Buick Eight is the greatest advancement ever made, will receive 16 other matching drive-act parts, you can drive through all gears—first, second, third or reverse. Five Working on Continuous Drive is yours as continued, instantly, at will.

You may say this is really quite novel—quite—high acceleration up in being under no more—before shifting into high. Truly it may be summing your maid!

McLoughlin Buick for 1934 embodies other improvements that add immovability to the pleasure and ease of driving. There is the Bell Repeater which enables you to adjust your ride in the seat, as well as to the speed and the number of passengers in the car. There is the new McLoughlin Buick Valve-in-Head High Compression Engine—over more powerful and more spirited than its predecessor. As for beauty, there never designed interior bodies for McLoughlin Buick, they are as beautiful, so completely appointed, that they fulfill your every dream for style and luxury.

Only when you see this superb car—and drive it—will you realize why women are so enthusiastic over its smooth, depend-able performance, and why more women drive McLoughlin Buick than any other line in America as shown.



## THE NEW McLAUGHLIN-BUICK EIGHTS

Your nearest McLoughlin Buick dealer is listed under "General Motors Cars" in the classified pages of your telephone directory.



## "She was a BEAUTIFUL WOMAN before her teeth ... went bad"

EVER in our lifetime, even after we have left the room, our friends have been smiling over the glories that have passed. "The way—the way—a beautiful woman..."

The results in the most delicate of human features, the most delicate. Any defect of mouth or teeth is sharply conspicuous. A woman who works in both ways or perhaps in the same almost always makes her own or her own's.

And when it really plays the trick upon either man or woman, it can be cruel indeed.

Do you know what causes lost teeth?

Lost teeth are a source of mental anguish. Even when they are actually replaced, the replacement leaves a scar on the memory. How you devoted the virtues, "Two in the book must come out." How you would acquiesce!

How you lost them from business! How the whole thing clouded your life for weeks!

Of course some adult teeth are lost through accident, but even that is half the real loss of adult teeth are due to the condition known as pyorrhea. This disease is a great source of trouble for the dentist. Its treatment is long-drawn-out and usually painful. When it is a question of pyorrhea the modern dentist scans for years and every year. And this means giving your dentist a chance to practice by visiting him at least twice a year.

Quadrants is only suggested.

Your dentist will tell you that pyorrhea weakens the body. Its approach is silent. It may take years—five years, ten years—before it breaks out. That is why more dentists, even

through dentists, are not enough. One of the best-known names in all pyorrhea history is that of Dr. R. J. Forhan, who spent 25 years in the study and treatment of pyorrhea. Thousands of pyorrhea dentists, throughout the entire world, are only using his special pyorrhea treatment, provided only for the use of the dental profession. For him use by the family, Dr. Forhan also perfected the modern pyorrhea which leaves his name. The entire Forhan principle given you as a new, new, new, added safeguard beyond a mere cleaning operation. Use it right and meaning, on both teeth and gums, according to directions.

Do not wait for leading jaws.

Don't give pyorrhea a foothold. Remember that it is not of lower the age of long are claimed as its victim. So we repeat again: see your dentist and use Forhan's in between visits. Remember also, that Forhan's, judged simply as a business, is the finest money can be made, a long-lasting. Regard the use of Forhan's policy. It is the double-duty battle given for teeth and gums. Look for the big, brown robe Forhan's, Ltd., San Thomas, R. Q.

SERIOUS THOUGHT ABOUT TEETH LEADS TO THE USE OF FORHAN'S

































# REVIEW



## How to Sell to the Far East

A Major Market for Canadian Goods May be Developed by Right Selling Methods

A. W. PALMER

THE 1932 Exporter (London).—A. W. Palmer tells the manufacturers of Canada that they can capture this trade with the Far East. In Canada it is agreed that the trade with these countries can also be greatly increased, therefore the writer is enabled to be at Vancouver in Canada to see to it that the trade is developed.

It has been worked out that in India alone of the continent of Asia there is an annual estimated purchasing power of approximately 100 million dollars. I believe that this means that in the same territory as in the United States and Canada, and indeed probably beyond, there is a market of the greatest magnitude of the world. China, a market having nearly 2,000 million people, is another great market. But it is not that easy to reach. The distances are so great that the exporters do not need to be in the country. There, a much more for improvement in this connection.

In the Far East it is not quality and price as we are used to in the United States, which is a great advantage. The Chinese market has been opened up by the Chinese government. The Chinese market has been opened up by the Chinese government. The Chinese market has been opened up by the Chinese government.

A friend tried to understand why the writer had not been to the Far East. He said that he had been to the Far East. He said that he had been to the Far East. He said that he had been to the Far East.

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## Scotland Yard is Efficient

Speed in the First Arrested in Apprehending a Criminal; Clever Deductions Made

NEW YORK, MARCH 24.—(AP)—

A London police officer admitted that he made a mistake in his first arrest, but he was not in the least bit embarrassed. He was not in the least bit embarrassed. He was not in the least bit embarrassed.

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## Miss Gertrude Dutton tells why she makes her luscious DEVIL'S FOOD LAYER CAKE with Magic Baking Powder...



"I know from experience that Magic makes most baked dishes look and taste better..."

says culinary expert of Western Home Monthly

THE DEVIL'S FOOD LAYER CAKE is a cake that is made with Magic Baking Powder. It is a cake that is made with Magic Baking Powder. It is a cake that is made with Magic Baking Powder.

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**DEVIL'S FOOD RECIPE**

1 cup flour  
1 cup sugar  
1/2 cup butter  
1/2 cup cocoa  
1/2 cup milk  
1/2 cup Magic Baking Powder

Preheat oven to 350°F. Mix flour, sugar, and cocoa. Add butter and milk. Stir in Magic Baking Powder. Bake for 20 minutes.

**SEA FISH FROSTING**

1 cup sugar  
1/2 cup butter  
1/2 cup milk  
1/2 cup sea fish

Melt sugar and butter. Add milk and sea fish. Stir well. Use as frosting.

Prize Grand winner of 1932. A total of 100,000 copies of this book were distributed.

STANDARD BRANDS LIMITED  
Baker House and Liberty House  
Toronto, Ontario

Please send me the 1932 copy of the Western Home Monthly.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_

Since 1920...  
Big Ben has been MADE IN CANADA



The Westminster Clock Company factory in Fitchburg, Ontario, has been making the Big Ben clock for over 40 years.



BIG BEN is a real Canadian clock. Since 1920 it has been made at Fitchburg, Ontario. The Westminster factory manufactures them, with its newly fine series of fine gears, thousands of automatic adjusting mechanisms, ladies and other timing and processing equipment, which only one of its kind in the British Empire.

Big Ben and other Westminster are not merely assembled in this plant—the parts are fabricated here, from materials brought in Canada.

Big Ben, Baby Ben, Winkles, and Clockwork, all the Westminster clocks in Canada, Great Britain, America, India, Australia, South America and the British West Indies, are made in this Fitchburg plant.

Right now over two hundred and fifty skilled Canadian craftsmen are busy at Fitchburg, Ontario, producing fine pieces of the Westminster family. These Canadians with the pride of their work, their scientific skill and sense of responsibility are responsible for the quality of these famous Canadian made clocks.

Ask your dealer to demonstrate the new Big Ben clock. It will tell you all about it.

**BIG BEN**  
Chime Alarm

WITH 2 VOICES AND A QUIET TICK

Made in Canada by Westminster Clock Company Limited, Fitchburg, Ontario

WESTCLOCK PRICES RANGE FROM \$6.75 to \$7.40

## Are Pirate Maps Just a Joke?

*Seemingly More Not Conspicuous Enough, It Is Challenged, to Bury Their Lost and Return Empty-handed to Face Their Wives*

A. F. GARLAND

EVERY one and then one adds in the newspaper about, another expedition that is being sent to, where it goes to search for the lost treasure of the pirate captain. The expedition is to be sent to the island of the pirate captain, who is said to have buried his treasure on the island of the pirate captain. The expedition is to be sent to the island of the pirate captain, who is said to have buried his treasure on the island of the pirate captain.

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## Law of Averages Is Very Exact

*Accurate Statistic Shows Insurance Companies to Write Policies Against Almost Any Risk*

FRANK PATTERSON

A MAN who says he has been a member of the law of averages for many years, says that the law of averages is very exact. He says that the law of averages is very exact. He says that the law of averages is very exact. He says that the law of averages is very exact.

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There may be a lot of people who think that the law of averages is just a joke. But it is not. It is a very exact law. It is a law that governs the world. It is a law that governs the world.

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October 15, 1937

CANADIAN and FOREIGN

# PATENTS

## Applied For

*This New Shaped Core is the Secret of Vastly Better Spark Plug and Engine Performance*



1. Note advantage by prepositioned core
2. Note its low resistance to engine oil

The scientific principles behind this new type of spark plug actually make every engine a better engine

Extra power—power you can feel. Extra speed—speed you can read in miles per hour. Extra acceleration—acceleration you can measure with a stop watch . . . To the million and more owners of the Dominant, and to motorists the world over, this new discovery—the newly designed Champion Spark Plug—means extra engine performance never before obtainable . . . The Champion shape of the core, shown above.

In the heart of the truly remarkable engine is performance. It automatically controls and distributes heat with such precision that it provides perfect ignition for beyond the point where failure occurs with ordinary spark plugs . . . Back of all the new principles, new designs, and new results, is the foremost new spark plug for over twenty years—Champion, built a full lot in your own today.

CHAMPION SPARK PLUG COMPANY OF CANADA, LIMITED, WINDSOR, ONTARIO

A CANADIAN-MADE PRODUCT

WELL, WE'RE SAVING  
MONEY ON ONE THING—  
PEPSOBENT ANTISEPTIC  
COSTS NO MORE, AND  
GOES 3 TIMES AS FAR.

YES! AND IT GIVES  
ME ASSURANCE OF A  
PURE, SWEET BREATH  
1 TO 2 HOURS LONGER



## #1 worth of Pepsodent Antiseptic equals #3 worth of ordinary mouth washes

PEPSOBENT ANTISEPTIC goes 3 times as far, because it is 3 times as powerful as other leading mouth antiseptics. It can be diluted with 2 parts of water and still kill germs in less than 10 seconds.

FOR your protection against unpleasant breath (halitosis) are antiseptics. There are really only two leading kinds of mouth washes. On the one hand you have the mouth wash that must be used *long enough* to be effective. On the other hand you have Pepsodent Antiseptic—only when used *just long enough*, so powerful enough to be diluted with 2 parts of water and still kill germs in less than 10 seconds. Pepsodent Antiseptic is at least three times as powerful as other leading mouth washes. Hence, against those who are fastidious you share values as much for your money—well, gives you good protection against halitosis (bad breath) when choosing your

### COLOS. SORE THROAT

The amazing power of Pepsodent Antiseptic in killing bad breath germs is even more striking in killing throat and throat infections. Pepsodent Antiseptic is so pure it can be diluted with 2 parts of water and still kill germs in less than 10 seconds.

#### Four 30-gram jars will

kill 300 million  
bacteria in 10  
seconds.  
Kills 300 million  
bacteria in 10  
seconds.  
Kills 300 million  
bacteria in 10  
seconds.  
Kills 300 million  
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## Many Articles Made of Rubber

New Uses for Products of the Rubber Tree are Constantly Being Discovered, Say Authorities

HOWARD WOLF

THE rubber industry, which already has produced a myriad of large and small rubber articles, is busy in the laboratory in the discovery of new uses for the rubber tree.

Latex rubber, known as "rubber," is a natural product, and it is not until it has been processed into a solid form that it is ready for use. The processing of latex rubber into a solid form is a complex operation, and it is not until it has been processed into a solid form that it is ready for use.

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A few months ago the largest rubber concern in the world announced that it had set up a new department to develop new uses for rubber. This department is now working on a number of projects, and it is expected that it will produce a number of new uses for rubber in the near future.

The first of these projects is the development of a new type of rubber shoe. This shoe is made of a special type of rubber, and it is expected that it will be more comfortable and more durable than the shoes made of ordinary rubber.

The second of these projects is the development of a new type of rubber tire. This tire is made of a special type of rubber, and it is expected that it will be more durable and more resistant to wear than the tires made of ordinary rubber.

The third of these projects is the development of a new type of rubber pipe. This pipe is made of a special type of rubber, and it is expected that it will be more durable and more resistant to corrosion than the pipes made of ordinary rubber.

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All of the  
61  
Official

## WORLD'S AUTO SPEED RECORDS

were made on DUNLOP tires



THE WORLD'S FASTEST



Record made on Dunlop tires by Daimler-Benz at 1924.5 m.p.h. on 1000 ft. track.



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Automobile racing authorities officially recognize 61 world's records for various times and distances. Without a single exception, these records were made on DUNLOP tires. DUNLOPS are chosen—irrevocably—because DUNLOP engineers and DUNLOP engineers enable DUNLOP to build tires that make these colored racing strains. The same knowledge is applied to the making of DUNLOP Cable Card Tires. It gives DUNLOPS extraordinary strength, and length of life that means truly lower costs. Always ride on DUNLOPS—for safety—for economy—for comfort.

Building your car with Dunlop's Auto Speed Records will be just as good as writing "Dunlop" on your car.

The  
DUNLOP  
SILENT TIRE

Tires—Golf Balls—Belting—Hoses—Rubber Flooring—Tennis and Badminton Supplies.

## IN TIMES LIKE THESE



**M**ORE than ever, life insurance is a boon to all—the Unknown as well as the Insured.

As the premiums accumulate, they are promptly sent to assist in purchasing homes, in aiding farmers and financing industry—thus keeping Canadian citizens gradually employed.

It insures more than Life—it helps to provide work for the Breadwinners, and Family, Comfort and Shelter for his family.

It supports the Nation, too—in the collective enterprise of all the people. During the Great War, for instance, the Sun Life Assurance Company of Canada itself contributed for \$50,000,000 Canadian and aided government war loan bonds.

Last year the Sun Life rebooked \$23,500,000 to Canadian Government Issues. A portion of the proceeds of these loans was to achieve re-employment. Gives the policyholder his security in the beauty of life insurance.

The Sun Life is an important factor in restoring prosperity in Canada. For over sixty years it has been privileged to serve its policyholders and proud to serve the State. To-day, its world-wide experience and facilities make it more attainable than ever to the whole community.

**Sun Life Assurance Company of Canada**

## Gold Mined By New Methods

*Electrical Prospecting Follows Unprecedented Demand for Precious Metal All Over the World*

ANTHONY ANAGRI

**T**HAT the gold standard will be retained is by all the economists highly doubtful. But even if it is retained, as is to be expected, it will be a gold standard of a different kind. The gold standard of the future will be a gold standard of a different kind. The gold standard of the future will be a gold standard of a different kind.

The world's greatest producers of gold are located in the United States, Canada, Australia, and South Africa. These countries are the world's greatest producers of gold. These countries are the world's greatest producers of gold.

The amount of gold actually mined in the United States and Canada is about 100,000,000 ounces a year. This is about 100,000,000 ounces a year. This is about 100,000,000 ounces a year.

The use of gold in the United States is about 100,000,000 ounces a year. This is about 100,000,000 ounces a year. This is about 100,000,000 ounces a year.

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# A new achievement in Effortless Action



See How the Dodge Six Drives, F. A. Jones

Imagine a car in which you never have to touch the clutch pedal—either for starting, driving or stopping.

Picture a car so smooth that you never feel the slightest trace of engine effort or tremor.

That's the difference and altogether delightful kind of driving you get in the beautiful new Dodge Six and Eight.

Power steering, revolutionary new engine mounting, has completely eliminated vibration from frame and body. Pothole bumps, often long shoving is accomplished by the Dodge combination of Automatic Clutch, Motor Gear Selector and Free Wheeling.

Dodge offers you the safety of weather-proof hydraulic brakes and silent, shockless Master-Plate Steel Bodies.

Dodge has made the new Six and Eight lighter, smoother, more powerful. Has designed and fitted them in the comfort of new. Has created a new luxury.

See the new Dodge Six and Eight in your dealer's. Learn the comfort and ease of driving them. You'll never see or accept less in the car you buy.

### NEW LOW PRICES

New Dodge Six . . . \$1495 in Cash  
New Dodge Eight . . . \$1545 in Cash  
See your dealer for details. Delivery, taxes, license, etc. extra. See your dealer for details. Delivery, taxes, license, etc. extra. See your dealer for details. Delivery, taxes, license, etc. extra.

DODGE BROTHERS (CANADA), LIMITED  
WINDSOR, ONTARIO

## DODGE DEPENDABILITY

WITH FLOATING POWER AUTOMATIC CLUTCH  
AND SILENT GEAR SELECTOR... FREE WHEELING... SILENT  
SECOND GEAR... LOW CENTER OF GRAVITY... MONO-PIECE  
STEEL BODY... DOUBLE-DROP BRIDGE-TYPE FRAME...  
HYDRAULIC BRAKES... GREATER SIZE POWER AND BEAUTY

























The Old Road, East of the City, New York

## TOLD BY TRAVELERS



"JUNE 12, 1907—We came today by post to Norfolk, sixty long miles. Overcome by fatigues of the journey, I took at once to my bed, where, I fear too, I must for several days remain."

\* \* \*

"MAY 16, 1911—I had the honor of calling today upon Miss Jerry Lathrop, whose parents kindly consented to her accompanying me for a drive in my choice. The roads were, however, so frightfully dusty that I doubt whether charming Miss Jerry quite enjoyed the ride."

\* \* \*

"JUNE 9, 1907—We all went upon our business for a week at Pleasant Point. It is a distance of twenty miles, but we should have made it in three hours if the roads had not been so bad. As it was, we didn't get home till after dark, even though we started the last mile or so."

\* \* \*

"NOVEMBER 23, 1915—We drove to the Yale-Harvard game by auto. Never attempt it, as it is a trying trip—hundred miles. The roads are miserable and, of course, it rained. Stuck in the mud three times and in the end arrived at the game just in time to see the last rush of the first half. The score was 29-6, as I suppose you know."

\* \* \*

So runs America's travel log . . . a serial of hardships until recent years. But by 1915 automobiles were owned

in great numbers, and in answer to insistent demand there began a nation-wide construction of good roads.

The clouds of dust, the jolting and jerking, the maddening snarl of the old dirt roads are today merely memories for most of us. Broad smooth highways of concrete reach across our land, and even into the most remote districts. We are told that there are approximately 60,000 miles of concrete or asphalt, another half million and more of otherwise improved highways.

\* \* \*

It is gratifying to the Fisher Body Corporation to know that it helped to bring good roads to America. For popular ownership of automobiles created the demand for improved highways . . . and Fisher's pioneering and development of closed bodies served immeasurably to popularize the automobile, and to make touring practical.

\* \* \*

The network of good roads are many. They have made the advantages of the city available to the country, and the beauties of the country accessible to the city. They have made driving, as consequence, America's major pastime and touring its favorite vacation.

In addition, our modern roads serve an important conveying channel for farm and factory produce. They form a huge network for passenger travel by bus. They represent great "Main Streets" for roadside distribution of the farmer's wares. In short, they play a stellar role in both our economic system and our modern social life.



























The new

## *Lady Hamilton*

interprets for your table the new charm—  
lovely and youthful as tomorrow's bride. Its  
beauty has the simplicity of modern sophis-  
tication. It is as aristocratic as its name. You  
may see the *Lady Hamilton*, and five other  
distinguished Community designs, wherever  
fine silver is sold.

AT NEW REDUCED PRICES

Service for Six, \$29.00; for Eight, \$37.15

Teaspoons, \$3.00 Set of Six

CONSUMER PRICES



# COMMUNITY PLATE

*Leadership in Design Authority*